

**LIVE UNITED**



# **United Way of East TN Highlands**

Connecting Your Employees to  
Their Community



# Employees struggling with Engagement, Productivity, and Performance?

## WE CAN HELP!

### Your partnership with United Way can extend far beyond the fundraising campaign.

Our staff works year-round to create opportunities to connect your employees with their community, bringing many added benefits to your company.

These activities and services not only strengthen our community, but they provide significant benefits to your company AND your employees in both tangible and intangible ways.

**ENGAGING** employees: Volunteering helps employees feel engaged in their community and engaged employees are:

- 57% more PRODUCTIVE
- 87% less likely to leave the company

**EDUCATING** employees about issues in your community

- Millennials care about causes, and they are now the largest generation in the workforce



**We can provide multiple volunteer opportunities throughout the year like Week of Caring, virtual reading tutors (Vello), and can even coordinate a volunteer experience custom to your employees.**

**DEVELOPING** employees through LEADERSHIP training and SKILL DEVELOPMENT focused on community leadership.

**CONNECTING** employees with community-minded individuals, leaders, and each other

- 81% of people who volunteer through work say it STRENGTHENS their relationships with colleagues

**Our Emerging Leaders and Women United membership groups provide leadership growth and networking opportunities for your employees in all stages of their career.**

**BOLSTER** your bottom line

- A 2014 study found companies that have increased giving by more than 10% in the last three years also increased median revenues by 11% in that same time
- High employee engagement has been shown to boost profitability by 16%

**BUILDING** your brand reputation and loyalty

- REPUTATION MATTERS: A Stanford study found that 97% of MBAs from leading institutions would forgo financial benefits to work for an organization with a better reputation for corporate social responsibility and ethics.

*“Our employees support United Way because we recognize the enormous impact they make in our community. Whether it is through our annual employee giving campaign or volunteering with the Vello program, our employees can feel the presence of United Way in their lives and witness the impact on the lives of others.” -Eric Horvath, AT&T*

## Why should you INVEST in the United Way? Because you'll be INVESTING in YOUR COMMUNITY!

The United Way of East TN Highlands has been providing community support, through employee giving campaigns since 1911. We have raised millions of dollars and coordinated thousands of volunteer opportunities.

Funding many of our local nonprofit agencies, the United Way is the backbone of the nonprofit community. Not only do we provide monetary help but we also provide training to diversify funding, recruit and keep staff, and provide oversight so that our nonprofits aren't duplicating services.

And when our community needed us most, we stepped up! \$272,770.67 was raised and distributed through the COVID-19 Community Response Fund. It helped our community members put food on their tables, pay utility bills, keep a roof over their heads, and helped our community clinics protect themselves and their patients.

**Your corporate gift can change lives in our community. We've seen how quickly things can go from good to bad. We must be better prepared when tragedy strikes. We must make sure our nonprofit partners have the resources they need to care for any citizen in our community needing assistance during times of crisis and when the storm has cleared. Will you step up?**

Corporate Gift to United Way		
Benefits	\$10K or >	\$5K or >
<b>Education &amp; Engagement</b>		
• Annual Impact Dinner	4 Seats	2 Seats
• Poverty Simulation	4 Seats	2 Seats
• Quarterly Lunch and Learns	✓	✓
<b>Volunteer Work</b>		
• Week of Caring	1 <sup>st</sup> Choice	2 <sup>nd</sup> Choice
• Individualized Corporate Opportunity	✓	X
• Vello Volunteer Opportunities	✓	✓
<b>Leadership Development</b>		
• Women United	2 Members	For a fee
• Emerging Leaders	✓	✓
<b>Recognition</b>		
• Recognition at Annual Impact Dinner	✓	X
• Recognition on Website	✓	X
• Recognition on Annual Report	✓	✓
• Recognition on Social Media	✓	✓

### **Week of Caring:**

Your company volunteer group will be connected to a local nonprofit, to engage in a meaningful day of service. There's something for everyone to help make our community a better place for everyone to live, work and play.

In 2019, more than 1,000 volunteers completed 133 projects for 26 nonprofits. The financial impact of Week of Caring is estimated at nearly \$150,000 for a cumulative 6,000 hours of work.

### **Vello Volunteers:**

Vello is one-on-one online tutoring opportunity that makes volunteering and community impact easy. Your employees can read with kids without leaving their desk.

Your employees will be a company team and be matched to a local classroom to provide 1:1 reading support a class of 1st - 4th grade students. This tutor program runs through the school year with just 30 minutes a week of their time.

### **Customized Volunteer Opportunity:**

We can customize a volunteer opportunity suited for your team. Whether you have a few hours or a full day, we can facilitate a customized volunteer opportunity that fits the three pillars of the United Way: health, education and financial stability.

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### **Poverty Simulation:**

United Way will facilitate an annual poverty simulation. The 2-3 hour exercise is a great way to learn more about hard working families who struggle every day. The simulation offers participants a realistic approach to walking in their shoes by simulating "one month" of poverty. Following the exercise participants will share feedback about their experience during a debriefing session.

**Women United:** Over 150 area women professionals representing a wide variety of businesses and industries gather for quarterly networking sessions featuring a guest speaker. Professional development, philanthropy and community service opportunities are highlighted, creating social but impactful events.

**Emerging Leaders:** CONNECT. SERVE. LEAD. This United Way group advances our community through service, connection, and leadership by taking part in professional development through family-friendly networking events, volunteering opportunities and innovative leadership training.

For more information about this partnership or to make your pledge, please contact Leslie Salling at [lsalling@unitedwayetnh.org](mailto:lsalling@unitedwayetnh.org) or 423-220-1238.

